CLAIMS

What is claimed is:

1. A self-contained thermal transfer label apparatus comprising: a release stock supporting a release coating and, over the release coating, a first adhesive coating; a face stock having an upper surface and a lower surface, the face stock in registration with the release stock, with the lower surface of the face stock in adhesive contact with the adhesive coating, the face stock severed into labels aligned along the face stock; an ultra-violet light curable second adhesive disposed on portions of the upper surface of the face stock exterior to the labels; a donor ribbon strip disposed in registry with the face stock, the donor ribbon strip providing a thermal transfer coating in engaged contact with the second adhesive, the thermal transfer coating having a surface tension greater than a surface tension of the second adhesive; the donor ribbon strip severed exterior to the labels, enabling removal of portions of the donor ribbon strip while leaving further portions of the donor ribbon strip over the labels.

2. A self-contained thermal transfer label apparatus comprising: a release stock supporting a releasable face stock having an upper surface and a lower surface, the face stock severed into labels aligned along the face stock; an ultra-violet light curable adhesive disposed on portions of the upper surface of the face stock exterior to the labels; a donor ribbon strip disposed in registry with the face stock, the donor ribbon strip providing a thermal transfer coating engaged with the adhesive, the thermal transfer coating having a surface tension greater than a surface tension of the second adhesive; the donor ribbon strip severed exterior to the labels, enabling removal of portions of the donor ribbon strip while leaving further portions of the donor ribbon strip over the labels.

3. A method of preparing a self-contained thermal transfer label comprising the steps of: providing a release stock as a strip of supportive material; coating the release stock with

a release coating; overcoating the release coating with a first adhesive coating; registering a face stock with the release stock and overlaying the face stock onto the adhesive coating; severing the face stock into a sequence of labels aligned longitudinally on the face stock; placing an ultra-violet light curable second adhesive onto the face stock peripheral to the labels; semi-curing the second adhesive using an ultra-violet light energy; placing a donor ribbon strip including a transfer coating in registry with the face stock, onto the second adhesive for attachment thereof; and together, severing the donor ribbon strip, second adhesive and face stock peripherally to the label and spaced apart from it.

4. The method of claim 3 further comprising the steps of thermally transferring a portion of the transfer coating from the donor ribbon strip to the front surface of the labels; stripping off portions of the donor ribbon strip not covering the labels; and coiling the release stock with the labels and remaining portions of the donor ribbon strip.